This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-3. (Canceled)

4. (Currently Amended) The method of claim ~~1~~48, wherein communication between the content server and the mobile unit is via ~~the wireless medium comprises~~ low power radio.

5. (Currently Amended) The method of claim 4, wherein communication between the content server and the mobile unit is via ~~the wireless medium comprises~~ Bluetooth protocols.

6. (Currently Amended) The method of claim ~~1~~48, wherein ~~the wireless medium comprises~~ communication between the content server and the mobile unit is via infrared light.

7. (Canceled)

8. (Currently Amended) The method of claim ~~1~~48, further comprising the step of authenticating the mobile unit prior to transmitting the ~~second~~ response to the mobile unit ~~by the content server via the transceiver~~.

9. (Currently Amended) The method of claim ~~1~~48, wherein the mobile unit comprises a mobile telephone.

10. (Currently Amended) The method of claim ~~1~~48, wherein the mobile unit comprises a personal digital assistant.

11. (Currently Amended) The method of claim ~~1~~48, wherein the mobile unit comprises a laptop computer.

12-22. (Canceled)

23. (Currently Amended) The content server of claim ~~20~~52, wherein the transceiver receives requests and sends responses using low power radio.

24. (Original) The content server of claim 23, wherein the transceiver receives requests and sends responses using Bluetooth protocols.

25. (Currently Amended) The content server of claim ~~20~~52, wherein the transceiver receives requests and sends responses using infrared light.

26. (Canceled)

27. (Currently Amended) The content server of claim ~~20~~52, wherein the computer readable instructions further cause the content server to perform the step of authenticating the mobile unit prior to transmitting the ~~second~~ response via the transceiver.

28. (Currently Amended) The content server of claim ~~20~~52, wherein the mobile unit comprises a mobile telephone.

29. (Currently Amended) The content server of claim ~~20~~52, wherein the mobile unit comprises a personal digital assistant.

30. (Currently Amended) The content server of claim ~~20~~52, wherein the mobile unit comprises a laptop computer.

31-39. (Canceled)

40. (Currently Amended) The mobile unit of claim ~~37~~57, wherein the ~~transceiver sends requests and receives responses using~~short-range wireless operational area uses low power radio.

41. (Currently Amended) The mobile unit of claim 40, wherein the ~~transceiver sends requests and receives responses using~~short-range wireless operational area uses Bluetooth protocols.

42. (Currently Amended) The mobile unit of claim ~~37~~57, comprising a mobile telephone.

43. (Currently Amended) The mobile unit of claim ~~37~~57, comprising a personal digital assistant.

44. (Currently Amended) The mobile unit of claim ~~37~~57, comprising a laptop computer.

45. (Currently Amended) The mobile unit of claim ~~37~~57, wherein the computer readable instructions further cause the mobile unit to ~~perform the step of sending~~send authentication information to the content server.

46-47. (Canceled)

48. (Currently Amended) A content distribution method, comprising steps of:

(i) a content server wirelessly receiving a request for content from a mobile unit via a transceiver of the content server, wherein the mobile unit is located within a short-range wireless operational area served by the transceiver of the content server;

(ii) the content server identifying data corresponding to a video display image displayed at a time when the request is received; and

(iii) the content server sending a response to the mobile unit via the transceiver, wherein the response comprises a data file corresponding to the identified data,

~~The method of claim 46,~~ wherein step (ii) is performed by capturing a screen image of the displayed video image, and wherein the data file comprises the captured screen image.

49. (Currently Amended) The method of claim ~~46~~48, wherein the data file comprises data in a native file format of a file from which the displayed video image is generated.

50-51. (Canceled)

52. (Currently Amended) A content server, comprising:

a processor;

a transceiver;

a video input port for receiving a video display signal;

memory for storing computer readable instructions that, when executed by the processor, cause the content server to perform the steps of:

(i) receiving a request for content from a mobile unit within a short-range wireless operational area served by the transceiver of the content server;

(ii) identifying data corresponding to a video display image displayed at a time when the request is received; and

(iii) sending a response to the mobile unit via the transceiver, wherein the response comprises a data file corresponding to the identified data,

~~The content server of claim 51, further comprising a video input port for receiving a video display signal,~~

wherein step (ii) is performed by capturing a screen image of the displayed video image, based on the video display signal, and

wherein, in step (iii), the data file comprises the captured screen image.

53. (Currently Amended) A content server, comprising:

a processor;

a transceiver;

a video input port for receiving a video display signal;

a video output port;

memory for storing computer readable instructions that, when executed by the processor, cause the content server to perform the steps of:

(i) receiving a request for content from a mobile unit within a short-range wireless operational area served by the transceiver of the content server;

(ii) identifying data corresponding to a video display image displayed at a time when the request is received by capturing a screen image of the displayed video image, based on the video display signal, wherein the received video display signal is retransmitted through the video output port; and

(iii) sending a response to the mobile unit via the transceiver, wherein the response comprises a data file corresponding to the identified data, said data file comprising the captured screen image.

~~The content server of claim 52, further comprising a video output port, wherein the received video display signal is retransmitted through the video output port.~~

54. (Currently Amended) The content server of claim ~~51~~52, wherein the response ~~data file~~ comprises data in a native file format of a file from which the displayed video image is generated.

55-56. (Canceled)

57. (Currently Amended) A mobile unit, comprising:

a transceiver that communicates with a content server when the mobile unit is within the short-range wireless operational area served by the content server;

a processor;

memory for storing computer readable instructions that, when executed by the processor, cause the mobile unit to perform the steps of:

(i) sending a request for content to the content server; and

(ii) receiving data from the content server via the transceiver, said data comprising a captured screen image of ~~the~~ a video image displayed at a time when the content server received the request for video content.

~~The mobile unit of claim 56, wherein the received data comprises~~

58-60. (Canceled).

61. (Currently Amended) The mobile unit of claim ~~56~~57, wherein the received data ~~corresponding to the video image~~ comprises a data file in a native file format from which the video image is generated.

62. (New) A computer readable medium storing computer executable instructions that, when executed by a content server, perform a content distribution method, comprising steps of:

(i) the content server wirelessly receiving a request for content from a mobile unit via a transceiver of the content server, wherein the mobile unit is located within a short-range wireless operational area served by the transceiver of the content server;

(ii) the content server identifying data corresponding to a video display image displayed at a time when the request is received, wherein said identifying comprises capturing a screen image of the displayed video image; and

(iii) the content server sending a response to the mobile unit via the transceiver, wherein the response comprises a data file corresponding to the identified data, and wherein the data file comprises the captured screen image.

63. (New) The computer readable medium of claim 62, wherein the data file is in a native file format of the video display image displayed at the time when the request is received.

64. (New) The computer readable medium of claim 62, wherein the computer readable instructions further perform the step of authenticating the mobile unit prior to sending the data file to the mobile unit.

65. (New) The computer readable medium of claim 62, wherein the step of wirelessly receiving the request for content from the mobile unit comprises wirelessly receiving the request for content from a mobile telephone.